



FOR IMMEDIATE RELEASE:
February 7, 2008

FACT SHEET

MAYOR SANDERS COMMEMORATES NATIONAL BLACK HIV/AIDS AWARENESS DAY BY ENCOURAGING ALL SAN DIEGANS TO KNOW THEIR HIV STATUS

COMMUNITY GROUPS COME TOGETHER TO INCREASE HIV/AIDS AWARENESS IN SAN DIEGO'S BLACK COMMUNITY

Mayor Jerry Sanders today joined with local health and social service community groups to increase awareness of the impact of HIV and AIDS in San Diego's black community. In support of National Black HIV/AIDS Awareness Day, and to underscore the need for individuals to know their HIV status, Mayor Sanders highlighted the following statistics:

- Blacks have the highest rate of AIDS in San Diego County for both men and women (25 per 100,000). The rate of AIDS in blacks is 2 times that of Hispanics and whites.
- Blacks constitute 6 percent of the population in San Diego County, but make up 11 percent of all those diagnosed with AIDS.
- Blacks are accessing HIV medical care, including the wide array of effective antiviral treatments, much later in the course of their infection.

To commemorate National Black HIV/AIDS Awareness Day, the Mayor commended local organizations and programs for their willingness to participate in the annual Black HIV/AIDS Awareness Day Health Fair. The goal of the health fair is to encourage everyone to know their HIV status and help San Diegans living with HIV/AIDS to get into medical care.

BLACK HIV/AIDS AWARENESS DAY HEALTH FAIR

- A community health fair at Market Creek Plaza, 310 Euclid Ave., on February 7, 2008, from 11 a.m. to 4 p.m.
- Services include: Free HIV testing, health information, and giveaways.
- Participating organizations: Family Health Centers of San Diego, Alpha Project, UCSD Medical Center, and Neighborhood House.

BLACK HIV/AIDS AWARENESS SOCIAL MARKETING CAMPAIGN

- A print ad and public service announcements are running on local television in the spring of 2008.
- The ad and announcements are designed to increase awareness of the impact of HIV/AIDS in San Diego's black communities, inform the public about free HIV testing, and get blacks living with HIV/AIDS into medical care
- The campaign was developed under the guidance of an advisory group comprised of black community members, service providers and community leaders.
- Funded by the County of San Diego with Ryan White CARE Act funds.

CONTACT INFORMATION

For more information about HIV prevention, testing and treatment programs in San Diego, please contact:

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